

Longoria

N E W S L E T T E R



ARTISTRY IN WINEMAKING SINCE 1982 • OCTOBER 2011



A Note from Rick

WE ARE PLEASED TO SEND YOU the final Wine Club shipment for this year. It includes what we feel is our finest Pinot Noir, from our Estate Vineyard, Fe Ciega. In addition you will also receive one of our favorite and most iconic wines, the Blues Cuvée.

Wine critics have hailed the 2009 vintage for Pinot Noir as perhaps the vintage of the century. We released three 2009 Pinot Noirs earlier this year, each one receiving outstanding reviews. Saving the best for last, we proudly release the 2009 Fe Ciega Vineyard Pinot Noir. Produced from our impeccably farmed Estate Vineyard, its depth of flavor and exquisite balance has set this wine apart from the rest. Since 2001, the wines

from this vineyard have set the bar, establishing it as one of the true "grand cru" vineyard sites in the Sta. Rita Hills. It was recently reviewed in the October issue of Wine Spectator and was given an impressive 90 points. The review can be found in this month's newsletter.

This year's Blues Cuvée features the artwork of Trent Call, from Salt Lake City, Utah. For the first time since I started this series, I was inspired to ask an artist to create art for a second time. Trent is a rare talent whose art covers a wide range of mediums, from graffiti with spray cans and graphics to fine art done in oils and acrylics. Trent's artistic daring inspired me to go outside the box for this year's label art. I hope you enjoy it as much as I do.

So far, the summer weather has been absolutely perfect, which means that the grapes are ripening very gradually. For me, this cooler weather pattern is ideal, because it allows the grapes to fully develop in flavor over a longer period of time. The crop yields are down, perhaps record setting for the lowest yield in decades. Quality however is poised to be amazing. We'll keep you posted!

Rick Longoria



This Wine Club shipment contains one bottle each of these two wines. The cost for each shipment includes the price of the wine, less the 15% Wine Club discount, packaging, shipping and appropriate sales tax, when applicable.

Winemaker's Notes



WE ARE PLEASED TO RELEASE yet another outstanding vintage of Pinot Noir from our Estate Vineyard, Fe Ciega. The crop yield was identical to the yield in 2008 at 2.7 tons

per acre. We began the three day harvest on September 5th with an average sugar level of 24.5 Brix.

The grapes were 100% destemmed and crushed into small open top fermenters. After a three day cold soak period, the must was inoculated and fermentation lasted an average of 12 days. The wine was pressed off into stainless steel tanks, settled for a period of several days and then racked into French oak barrels to age for 15 months. Only 30% of the barrels were new to preserve the integrity of the fruit, rather than having the wine become dominated by oak flavors and tannins.

The wine has a medium-dark ruby color with hints of purple on the edges. The aromas are a complex mixture of herbs, sage, tobacco, redwood and cedar with hints of cherries in the background. On the palate the wine is medium bodied with flavors of black cherries and the earthy elements found in the aroma.

This wine will benefit from aeration, therefore decanting or opening 30-60 minutes prior to serving is recommended. It will pair well with a wide variety of foods including crispy duck confit with a red wine reduction, veal cheeks and pork dishes.

COMPOSITION: 100% Pinot Noir

VINEYARD SOURCE:
100% Fe Ciega

PRODUCTION: 605 cases

ALCOHOL BY VOLUME: 14.2%

PH: 3.58

TITRATABLE ACIDITY: 0.60 g/ml

CELLARING POTENTIAL: 6 to 8 years

BOTTLE PRICE: \$48.00

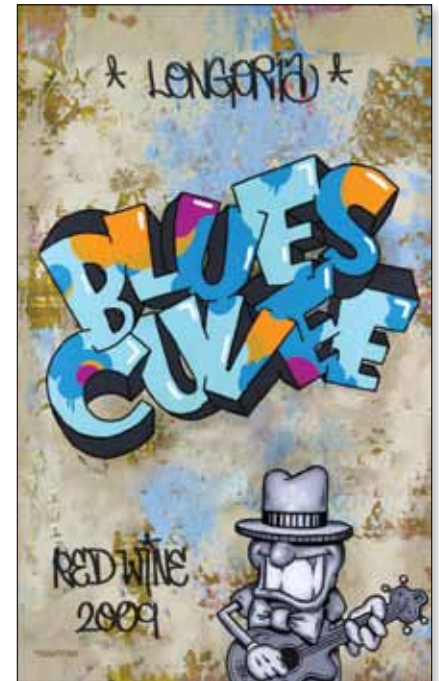
ALL OF US AT LONGORIA WINES look forward to the release of this popular and iconic blend that plays tribute to one of the great American musical forms – the Blues. Not only is this wine delicious and complex, but every other year we commission a new work of art for the label.

The various grapes that make up this blend were harvested in mid to late October under optimal harvest conditions. For this year's blend, Cabernet Franc is the dominant grape

varietal as emphasized in many of the past vintages. The wines were aged in French oak barrels for 22 months before being blended and bottled. The new oak component averaged 25% for all of the wines.

The wine has a medium-dark ruby color. The nose has heady aromas of cherries, tobacco and leather. On the palate, the wine is medium bodied, with flavors of dried cherries and spices. The tannins are moderate and the balanced acidity provides for a lingering, refreshing finish.

This wine will pair well with a wide variety of foods, but in particular with barbecued meats and savory winter stews.



COMPOSITION:

39% Cabernet Franc

26% Syrah

18% Cabernet Sauvignon

15% Merlot

2% Malbec

PRODUCTION: 225 cases

ALCOHOL BY VOLUME: 13.7%

PH: 3.47

TITRATABLE ACIDITY: 0.69 g/ml

CELLARING POTENTIAL: 5 to 8 years

BOTTLE PRICE: \$28.00

Meet the Artist



This is our 17th vintage of the Blues Cuvée and for the first time ever we've asked an artist to create the artwork for a second time. Trent Call, who produced the artwork for both the 2007 and 2008 vintages, is a rare artist who has mastered a wide

variety of genres. Trent's new artwork stems from his strong interest in graffiti, comics, graphics and pattern which has transformed the Blues Cuvée label into something completely different from the norm. To see more of Trent's artwork go to: www.swinj.com.

Recent Reviews

Wine Spectator

OCTOBER 2011

90 POINTS 2009 PINOT NOIR, FE CIEGA VINEYARD

"Firm and dense, yet supple around the edges, this offers vivid flavors of wild berry, raspberry, fresh earth and wildflowers, joined by touches of herb and spice. Needs time. Drink now through 2016."
605 cases made. — J.L.



SEPTEMBER 2011

We have received some great reviews from Wine Enthusiast recently. Please go to www.winemag.com to look for these and other ratings:

- 93 points** – *Cellar Selection* – 2009 Pinot Noir, Bien Nacido Vineyard
- 92 points** – 2009 Pinot Noir, Rancho Santa Rosa Vineyard
- 90 points** – 2009 Pinot Noir, Lovely Rita
- 90 points** – *Editor's Choice* – 2010 Albariño, Clover Creek Vineyard
- 90 points** – 2010 Pinot Grigio

Upcoming Events

ANNUAL CELEBRATION OF HARVEST

Saturday, October 8th, 2011 from 1 to 4 pm

Rancho Sisquoc Winery

6600 Foxen Canyon Rd, Santa Maria, CA

Local wineries, restaurants, caterers and specialty food purveyors showcase their talents and the bounty of Santa Barbara County, while live and lively bands fill the air with music. Add to that the silent auction, to benefit local food banks, and we definitely have a reason to Celebrate Harvest! For more info go to:

www.sbcountywines.com

BLUES CUVÉE ARTIST RECEPTION AND OPEN HOUSE

Sunday, October 9th, 2011 from 11 to 4:30 pm

Longoria Winery in the Lompoc Wine Ghetto

1700 Industrial Way, Unit A, Lompoc, CA

In conjunction with Celebration of Harvest Weekend we will be holding a special artist reception for Trent Call, the artist of our brand new Blues Cuvée label for the 2009 & 2010 vintages. Trent will be at the winery on Sunday only to sign the new lithographs and bottles. Come by our winery during harvest and meet Trent, talk to Rick Longoria and taste our wines including the two wines in this shipment.

EMPTY BOWLS FUNDRAISER

Thursday, October 13th, 2011 from 11 to 4:30 pm

Longoria Tasting Room

Los Olivos, CA

We will donate a portion of our sales on October 13th to People Helping People's Empty Bowls program. The Empty Bowls program is a fundraiser to help feed children and adults in the Santa Ynez and Los Alamos Valleys. For more information go to:

<http://www.syvphp.org/events/empty-bowls>

VINO DE SUEÑOS

Saturday, November 12th, 2011 from 3 to 6 pm

Santa Ynez Valley Marriott, Buellton, CA

Vino de Sueños, "Wine of Dreams," is the wine brand of PHP and a small group of premium Santa Barbara County vintners. The purpose: to raise funds to make a difference in the lives of vineyard and farm workers who are at the very heart of the County's agriculture, vineyard and wine businesses. Every year Longoria makes a special wine for this event. For tickets and information go to: www.vinodesuenos.com

Featured Recipe



COQ AU VIN

(Classic French braise of chicken cooked with wine)

To pair with
**2009 LONGORIA
PINOT NOIR
FE CIEGA VINEYARD**

Makes 4 servings

Can be prepared in under 60 minutes

**From Chef Louise Smith of
Louise's Kitchen Table**

*(805) 403-9649 • www.louiseskitchentable.com
louise@louiseskitchentable.com*

Ingredients

- 4 slices of bacon, coarsely chopped*
- 4 skinless, boneless chicken breast halves*
- 3 tbsp fresh Italian Parsley, chopped, and divided into 1 tbsp each*
- 8 oz large Crimini mushrooms, halved*
- 8 large shallots, peeled and halved through the root end*
- 2 garlic cloves, pressed (more if you are a fan!)*
- 1 – 1 ½ cup(s) red wine (preferably Pinot Noir)*
- 1 – 1 ½ cup(s) chicken broth, divided into 1 ¼ cup and ¼ cup*
- 4 teaspoons all purpose flour*

Method

Preheat the oven to 300 degrees.

Sauté bacon in a large nonstick skillet over medium-high heat until crisp. Transfer bacon to a bowl. Sprinkle chicken with salt and pepper and 1 tbsp of Italian Parsley. Place chicken into the skillet with the bacon drippings, sauté until fully cooked, about 6 minutes per side. Transfer to a glass dish and place in the oven. Keep the skillet!

Add mushrooms and shallots to the skillet, sprinkle lightly with salt and pepper, sauté until brown, about 4 minutes. Add the garlic and toss for 15 seconds. Add wine, 1 ¼ cups chicken broth, bacon and 1 tbsp Italian Parsley. Bring to a boil, stirring often. Boil the mixture for 10 minutes.

Place flour in a small bowl and add ¼ cup chicken broth stirring often until smooth. Add the flour mixture to the sauce and cook until thickened, about 3-4 minutes. Season sauce with salt and pepper to taste.

Place chicken onto a platter, add juice from glass dish to the sauce, spoon over chicken and sprinkle with the last tbsp of Italian Parsley.

*This is a perfect
pairing with the
2009 Fe Ciega Pinot Noir
Pour a glass and enjoy!!*



Longoria Current and New Releases

NEW RELEASES IN THIS SHIPMENT	BOTTLE PRICE	15% DISCOUNT	20% DISCOUNT
2009 Pinot Noir, Fe Ciega Vineyard	\$48.00	\$40.80	\$38.40
2009 Blues Cuvée, Santa Barbara County	\$28.00	\$23.80	\$22.40

CURRENT RELEASES	BOTTLE PRICE	15% DISCOUNT	20% DISCOUNT
2010 Albariño, Clover Creek Vineyard	\$23.00	\$19.55	\$18.40
2010 Pinot Grigio, Santa Barbara County	\$19.00	\$16.15	\$15.20
2008 Pinot Noir, Fe Ciega Vineyard	\$48.00	\$40.80	\$38.40
2009 Pinot Noir, Lovely Rita	\$32.00	\$27.20	\$25.60
2009 Pinot Noir, Bien Nacido Vineyard	\$45.00	\$38.25	\$36.00
2009 Pinot Noir, Rancho Santa Rosa Vineyard	\$45.00	\$38.25	\$36.00
2008 Tempranillo, Clover Creek Vineyard	\$36.00	\$30.60	\$28.80
2008 Syrah, Alisos Vineyard	\$34.00	\$28.90	\$27.20

**REORDER ANY OF THE TWO WINES
IN YOUR SHIPMENT WITHIN 30 DAYS
AND GET AN EXTRA 5% DISCOUNT.**



Become a Longoria Wines Facebook Fan and keep up with what we're doing throughout the year! See the latest videos and photos of what's happening in the winery and vineyard. Read articles written about us and our wines. Go to:
www.facebook.com/LongoriaWines



*Pinot Noir ready to be picked on the day of harvest.
September 16th, 2011 at Fe Ciega Vineyard*

Order online today at **www.longoriawine.com**,
email **info@longoriawine.com**, fax **805-688-2676**,
or phone **866-RLWINES** to purchase
Longoria wines.